

Pacific Palisades Business Improvement District

Board of Directors Meeting

Wednesday, January 6, 2016

In Attendance:

Elliott Zorensky, Lee Ford, Peter Scolney, Susan Carroll, Joyce Brunelle, DeeDee West, Lynn Borland, Rick Lemmo, Shaun Malek, Laurie Sale

Excused: All Present

Staff: Laurie Sale

Opening/Announcements:

Meeting called to order by President, Elliott Zorensky at 8:35am

Minutes:

First Board Meeting. No Previous Minutes to Review

Crysalis:

Elliott mentioned that they will be starting on January 15, 2016. Met with them they will be adding 2 other people and a full day for 6 days a week versus 1-1/2 days of man power. This is going up to 3 people 2x's a week. This equates to 4 x's the capacity now. Numbers will be under what we have allocated for clean-up. We will designate additional money for pressure washing. Susan recommended THAT CHRYSALIS WORK Friday (due to local populous) and Monday or Tuesday after the weekend. Rick suggested the schedule be on alternate weeks so that in the eyes of the public there is always someone there. The final decision was to keep the current days as Monday and Friday. Discussion was had that chamber will pay what it always has paid and the BID will be billed separately for the difference. With the uniforms being co-branded both the bid and the chamber will be acknowledged for the work. Discussed having the BID be the conduit to pay Crysalis, and have the Chamber pay the BID. Susan recommends we keep it the same way it is now and then revisit for next year in August or September.

It was mentioned that when properties are improved assessments will go up. The current assessment is:

1/3 Land

1/3 Lineal Footage of frontage

1/3 Square Footage

Both Land and Lineal Square Footage are fixed.

The contract calls for about \$3,000/ month, not including the Chamber portion. Which is about \$2,400/month. Prices will go up in July, due to minimum wage increases (BID about \$3,200 and Chamber about \$2,500).

Elliot offered to find out about adding the cost of trash pick up to his existing contract with Waste Management. In order to maintain transparency, we will get another bid for collection. Chamber is currently paying about \$800 and the feeling is that that amount can be reduced. Payment method to be decided after bids are received.

Motion: Ask Sunset La Cruz Investors if BID can take advantage of benefit of their dumpsters by adding one (1) additional day and the BID would pick up the price difference. Moved by Susan and seconded by Shaun. Unanimously approved.

Power Washing:

Laurie submitted two pressure wash bids. There were distinctly different: Eco Green's bid is \$4k (1 time) and Superclean's bid is \$12.5K for First Service and \$10.5K (2 times) for the second service. Rick suggested he will work with his Ops Manager to review bids and get apples to apples comparison and review the perimeters of the bids. Need to better understand water and water reclamation issues.

Action: Rick will review the bids and will work Elliott and Laurie

Logo:

Most urgent need for the logo is business cards, for Chrysalis t-shirts and for blank pieces of stationery. Rick suggested it be purchased locally within the Palisades. Rick also suggested having simple signs stating that you are within the Palisades Business Improvement District. Laurie said a wayfinding map would be further down the line and that we'd hold off until a master plan for signs is in place.

Motion: Approve the second logo as presented by Laurie. Moved by Rick and seconded by Peter. Unanimously approved.

Laurie will start inviting Palisades Post and Palisades News to the meetings as well as Officer Moore and Sharon Shapiro from the City.

Meeting Location:

Discussion had on where meetings could be held in the future if attendance grows. Shaun offered the office located at 15415 Sunset Boulevard, Suite 220 and Lynn said we might be able to use the Methodist Church. It was agreed that meetings would stay at UDO office where they are for now.

Financial Report: Elliott Zorensky

Elliott Zorensky distributed the 4th Draft Budget to the board. Peter mentioned that BID needs to address the issue of "forgiving" loans made to get the bid formed. We are not a 501(c) 3 but rather a 501(c) 6. Money given to a 501(c)-6 are deductible by the person making a donation only to the extent the person has a within the BID District. Peter suggested BID send correspondence stating to "Please double check with your tax consultant. We are a 501(c)-6".

Action: Have Peter write something to send to all people that made donations.

New Business:

Insurance:

Elliott Zorensky mentioned he is going to pull the trigger on Liability and Directors Insurance

Motion: Purchase insurance not to exceed \$4,000. Peter moved and it was seconded by Rick. Unanimously approved.

Other Announcements:

Elliott Zorensky mentioned that Crysalis is looking for a storage area for their cart. Would need a parking area of 6 x 3 if anyone has space available or can ask around.

Next Agenda:

Suggestion made to invite Marion Zar to next meeting to discuss the homeless issue

Elliott Zorensky concluded the meeting at 9:48 a.m.

The Pacific Palisades BID follows the California Ralph M. Brown Act - all meetings shall be open and public except when the Brown Act authorizes otherwise.